

EXCELLEUM®
EXCELLEUM
COACHING & CONSULTING

**REAL ESTATE
SCRIPT BOOK**

EXCELLEUM[®]

EXCELLEUM
COACHING & CONSULTING

Welcome!

If you have been missing the right words to say when meeting with potential clients, then this script book is just what you need to close more sales!

I'm Debbie De Grote and I've been selling and training in the real estate industry for over 30 years. When I was just a senior in high school I was introduced to this amazing industry. Having no team to rely on, starting in my second year, I sold between 12-15 units per month and achieved levels of 150+ homes sold annually on average. I have been ranked the Number 1 Real Estate Agent in Los Angeles and Orange County and Top 10 Internationally.

I was able to do this because I had the right words to say when it mattered most.

This "lite" version of my script book will get you well on your way to closing more sales. With this version I've even included a few sample audios of me delivering these scripts so you can hear how the words should roll off your tongue.

The full version contains all the scripts you see grayed out on the table of contents along with the audios for all the scripts. The best way to use these audio scripts is to listen to them on your way to your appointments.

Immerse yourself in them. Let them become a part of you. Before you know it, you'll be closing more homes than you ever thought possible!

Warmly,



Debbie De Grote

P.S. If you'd like to get the full version, click this link:



EXCELLEUM®

EXCELLEUM
COACHING & CONSULTING

Table of Contents

Introduction	3
How to Practice	4-5
Key Communication Reminders	6-9
Listing Process- Prequalify	10
Setting a Listing Appointment and Prequalification Worksheet	11-12
Script to Set up the Prequalification	13
Assumptive Technique Script	14
Send Pre-appointment Package	15
Script to Prepare them for the Pre-appointment Package	16
Script to be the Last Interviewed in a Multiple Interview	17
Listing Steps Continued... Prepare for the Appointment	18-19
Verbal Suggestion Script	20
Listing Script at the Table	21
Review Market Evaluation.....	22
Script to Review Market Evaluation.....	23
Handling Objections	24-26
Objections at the Listing	27-29
Things to Think About Before Taking an Overpriced Listing	30
The Listing Process Continued	31-34
Themes for Seller Calls	35-36
Additional Listing Process Objections.....	37-38
Script to Obtain First Price Reduction	39
Price Reduction Objections	40
Negotiating Offers with the Seller	41-42
Buyer Objections	43-46
Past Clients and Sphere of Influence Script	47-48
Script for Calling Past Clients/ When it has been a Long Time Since You Called	49
Script for Lead Follow Up	50-51
Script for Asking for Referrals in Social Situations	52-53

EXCELLEUM®

COACHING & CONSULTING

Script for Inside Sales Person Calling to Call Your Database	54
Script for the Administrative Team to Ask for Referrals	55
Script to Ask Your Vendors for Referrals	56
Script to Ask New Sellers for Referrals	57
Script for Asking a Buyer for a Referral at the First Appointment	58
Script for Cold Calling/ Calling around Listings or Sales	59
Cold Calling Objections	60-61
Script for Doorknocking/ Cold Calling/ Farming	62
Script for Telemarketer Cold Calling	63
Script and Approach at an Open House	64-66
Script for Calling Absentee Owners	67-68
Script for Talking to Renters	69
Script for Expireds	70-73
Expired Objections	74-80
Script for the FSBO	81-82
Script for New Buyer Agent When Calling FSBO	83-84
Effective FSBO Follow Up	85
FSBO Objections	86-89
Script to Thank Customer after Closing	90
Script for Asking a Buyer to Work Exclusively with You	91
Script for Asking a Buyer to Start the Pre-approval Process	92
Great FSBO Questions	93-94
Great Questions to Ask Expireds and Old Expireds.....	95
New Additions	96-97

EXCELLEUM®

COACHING & CONSULTING

Welcome to the First Edition of the Excelleum Real Estate Script Book!

In this book, I have attempted to cover most of the common real estate scripts that you will likely need. If there is one that I have not included, email me and I will create it for you and add it to the next edition of our book.

Before we begin, let's take a minute to talk about why scripts are so important. **You see, your words do matter!** Often I will hear salespeople say, "Oh, I don't need a script; I like to wing it," or "I don't like canned presentations."

If they would really be honest with themselves, they would discover that they do have scripts (things they often say); however, what they say may not be as powerful as it could be.

- ❖ If you are looking to be more powerful and confident, and to produce consistent and predictable results, then you need scripts!
- ❖ If you want to be free of worrying about what you will say next and be able to listen, focus on the customer, and put your efforts into building trust and rapport, then you need scripts!
- ❖ If you want to do well, even on the days when you are not at the top of your game, then you need scripts!
- ❖ If you want to be able to provide a tool that new agents joining your team can use to succeed, then you need scripts!

You know, it's interesting that we often get to the point of being "just good enough" in our sales skills and then we stop growing and learning. If you are not selling and listing 100% of your prospects, isn't there still room to grow? Shouldn't we always be striving to be better than our competitors and to exceed our own personal best?

My hope is that, as you read these scripts, you will find them easy and practical, and you will set aside 20-30 minutes a day to practice them and internalize them.

Once you have internalized them, keep practicing until you are flawless, and then keep practicing them as a daily warm-up. Keep them handy for easy reference.

EXCELLEUM®

COACHING & CONSULTING

How to Practice

One of the best ways to practice is to find a practice partner(s). I suggest practicing face-to-face and over the phone. When putting your scripts to use, you will communicate with people over the phone and face-to-face, so it is a good idea to practice both.

When you practice, choose a script, eliminate all other chitchat, and get to work. Make the practice sessions realistic. It's okay to hit each other with objections, but don't be ridiculously tough or it will be a negative experience. Make sure to end all role-play sessions with a win. You don't want a negative ending to be stuck in your subconscious.

Continue practicing by going back and forth for the full time allotted, taking turns being the customer and the agent.

Another way to practice is to read the scripts out loud over and over again by yourself. Read them faster and faster, so that when you slow down they will sound smooth and clear.

Some of you will do well when you transcribe them, write them out by hand, or even type them.

If you learn better by listening, then listen to the audio version of this script book over and over again.

A few of my clients have shared their fun and efficient ways of practicing:

- 1) Practice with their kids.
- 2) Practice with their team each morning to fire everyone up.
- 3) Make a deal with their team to hit each other with objections throughout the day to keep sharp.
- 4) Carry the scripts with them for easy reference, so they can grab extra practice time when they find themselves waiting at the dentist, doctor's office, etc.
- 5) Record themselves reading the scripts on their smartphone, and then listen to them every time they are in the car.

EXCELLEUM®

EXCELLEUM
COACHING & CONSULTING

- 6) Have the scripts blown up and posted in their office.
- 7) Say affirmations before their calls and in between conversations. “Prospecting equals freedom,” “This is my next appointment,” “They really need my help,” etc.

Determine what works best for you and do it daily!

Someone shared this quotation with me years ago and I have always remembered it:
“Somewhere, someone is practicing, and when they meet you, they will beat you if you aren’t practicing harder!”

On the next page I have outlined a few simple communication techniques to give you a head start. For more advanced techniques I encourage you to join our **Speak No Evil Power Persuasion Program**.

Record yourself! You may be shocked to hear how you sound. I challenge you to send a copy to your coach and have them listen too!

Then we will help you fine-tune your skills so that you book more appointments in fewer contacts.

Good luck!

~ Debbie De Grote

President / Founder
Excelleum Coaching & Consulting

EXCELLEUM®

COACHING & CONSULTING

Key Communication Reminders

- 1) Relax and be conversational. If you sound like a telemarketer, they won't like you!
- 2) Work to build rapport with them as quickly as possible. The fastest way to build rapport is to mirror and match their rate of speech, their tone and inflection, their speech patterns, and their body language (if you are having a face-to-face discussion). If you sound like them, you sound like a friend; if you don't, you annoy them, and subconsciously they identify you as an enemy or a stranger.
- 3) Key Word Backtracking: As you listen to them you will notice words they like to say a lot—their favorite expressions. Sprinkle them in now and then (it makes them feel like you are talking their language).
- 4) Acknowledge and Approve: People love it when you are listening to them and they love it when you give them approval, although there is a difference between acknowledging and approving. When you acknowledge, you are saying, "I hear you." When you approve, you are telling them that they are right. Be careful not to get stuck on one or two favorite ways to acknowledge or approve; instead mix it up so that you sound sincere.

Acknowledgement Words:

- ❖ Really
- ❖ Tell me more
- ❖ I'm with you
- ❖ I hear you
- ❖ If I were you I would feel exactly like you do
- ❖ Interesting
- ❖ Oh no!
- ❖ You're kidding!
- ❖ Seriously?
- ❖ I can appreciate that

EXCELLEUM®

COACHING & CONSULTING

Approval Words:

- ❖ Wonderful
- ❖ Perfect
- ❖ Excellent
- ❖ Great
- ❖ Terrific
- ❖ That's correct
- ❖ You are right
- ❖ Absolutely

5) When working with prospects and customers, it's critical to ask a lot of questions. However, we don't want to sound as though we are interrogating them. Soften your questions by sprinkling in a few question softeners as you go. You don't need to start each question with a question softener, just a few. You will want to soften the questions that may be more direct or confrontational. "Why" questions can be especially confrontational, so when asking a "why" question soften it with one of the phrases below.

Question Softeners:

- ❖ I'm curious
- ❖ I was wondering
- ❖ Please tell me
- ❖ May I ask
- ❖ Tell me
- ❖ Here's a question

A few additional techniques:

Embedded Commands:

- ❖ Hire me
- ❖ Choose me
- ❖ Meet with me
- ❖ List with me
- ❖ Sign the contract

EXCELLEUM®

COACHING & CONSULTING

Powerful Statements:

- ❖ “That’s a great question!”
- ❖ “That’s exactly why we should get together!”

Memory Joggers:

In most of the scripts, you will be asking the client for a referral. Please remember that when they tell you that they don’t know anyone, often they just aren’t really giving it much thought. To help spark their memory, use memory joggers, like “how about someone at work, church, the kids’ sports team, in your neighborhood?” It’s amazing that, as you “jog” their memory, they suddenly remember someone.

- 6) You cannot be powerfully persuasive when you talk fast.
- 7) Practice the power of pausing. When you pause, it gives them time to catch up. It allows your important thoughts to stand out and sink in.
- 8) A monotone voice is like a valium. Be interesting to listen to; spark it up, it’s show time! This is especially important over the phone, because only 15% of who you really are reaches through the phone. If the people in your office aren’t complaining that you are too loud, you probably need to take it up a notch.
- 9) Practice active listening. Learn to read between the lines. Listen for their tone and the meaning behind their words. What are they really saying? Take notes. They love it when you write down what they say.
- 10) Never argue; even using the word “but” is argumentative. Instead use “and yet”, “and”, or “however”. Many of the scripts and objection handlers in the industry are poorly written because they make the client wrong. If you make them wrong, they will naturally shut down and resist you.
- 11) Avoid weak language. Don’t say “if,” say “when.” Don’t say “try,” say “do.” Don’t say “possibly” or “maybe,” say “I will.”
- 12) Do not upswing your voice at the end of your sentences. It takes away your power and makes you sound tentative and weak. Practice down swinging your voice at the end, even when you are asking a question.

EXCELLEUM®

EXCELLEUM
COACHING & CONSULTING

- 13) Be an active listener and you will hear everything they say. Don't be quick to accept the "no". Don't take "no" when "yes" is still possible! Simply ask one more question and then attempt to close again. Keep going—take it as far as you can.

Zig Ziglar always said, "Timid salespeople have skinny kids!"

EXCELLEUM®

COACHING & CONSULTING

Script to Prepare Them for the Pre Appointment Package

“Mrs. Seller, to ensure our appointment is efficient and to give you a chance to get to know me and what I will do to sell your home, I am going to send over a packet of information. It will include a market evaluation (what your neighbors have been selling for). Then, when I arrive and tour your home, together we will decide what we feel is the maximum price the home will sell for.”

“It is only a few pages, and it will give you a lot of valuable information. Will you take a few minutes to review it before we get together? If, after reviewing it, you have any additional questions or need any other data, feel free to call me.”

“Do you prefer that we email it or would you rather we deliver a hard copy?”

“Terrific, we will get that on the way to you today. I very much appreciate the opportunity to work with you and I will see you on _____ at _____.”

EXCELLEUM®

COACHING & CONSULTING

Objections at the Listing Appointment

1) Will you reduce your commission?" "I'm curious, why do you ask?" "If I were you, I would ask the same question."

"When you think about it, I am sure you will realize that the commission is really a powerful marketing tool. What I mean by this is when you offer a reasonable rate of commission, it incentivizes my team to work overtime to market your home and it causes the buyer agents to put your property at the top of the list. And that's exactly why we need to list at 6% (or higher)."

"No, I won't pay that."

"I wonder if you have also realized that until I bring you an offer that you are happy with and are willing to accept, and it closes, you aren't paying anyone anything, right?"

"You are the person who decides whether to accept the offer or not, so you actually aren't writing anyone a check today. You are still totally in control. All you're really doing is dangling a marketing carrot."

"There is a saying in real estate: greater exposure equals greater demand, and greater demand equals a higher price."

"Because the commission can impact the exposure and price, I am sure you will want to do the right thing and list it for 6%. It's the right thing to do."

2) "I want to ask for a higher price." "You want a higher price; I do understand that and most sellers feel just like you do."

"And then, just like now, when they see what the market will bear, they realize that they have to price it correctly if they want it sold."

"I know it's hard to find out it's worth less than you hoped for, and because you want it sold and want to move, I know you will see that we need to do the right thing and price it where I recommended."

"No, I don't want to go that low."

EXCELLEUM®

COACHING & CONSULTING

“I understand you don’t, and I know it is a difficult decision. When you make the decision and we price the home where it needs to be and it sells, and you move on, you will be so glad you did.”

3) “I can list high and drop it later, can’t I?”

“That’s a great question, and if I were you, I would be asking the same thing. Unfortunately, as the days on market increase, the interest and showings decrease. Now that you know that, I am certain you will want to price it correctly so that we can maximize our impact on the market.”

“The best chance we have to net you the most money is to price it right today.”

4) “I want a shorter listing.”

“A shorter listing?”

“Why is that important to you?”

“Mr. Seller, when we list the property, I need to have you under contract long enough to do what we need to do to sell the home for the highest price possible, and the time to close the transaction while you are still under contract with our company.”

“Also, we are partners in the process. I am making a substantial investment of time and money and you control the offers you take or don’t take. I need to be sure that I have enough time to get you what you need and to get the property sold and closed to get what I need.”

“But what if you don’t do a good job? I had a bad experience the last time.”

“I am sorry you had a bad experience, and if I were you, I would also be concerned about hiring the right agent this time.”

“Mr. Seller, if that is what is concerning you, then I would be happy to put an action guarantee in the contract that states that if I do not provide the service that I have promised then you have the option to cancel the listing at the end of the 90 day period. No one ever wants to cancel and so when all is well we can simply continue on together.”

5) “I have work to do before I put it on the market.” “That’s just fine, because you see I have work to do too. Let’s do this, we can sign the listing today with a hold do not show until you are ready. This will allow my team and I to have a little extra time to prepare the marketing. Then

EXCELLEUM®

COACHING & CONSULTING

when you are ready just call me and we can hit the market!”

6) “How many homes have you sold in my area? I haven’t seen any of your signs.”

“You are right, I have not sold many in your area and that’s exactly why you should list with me tonight. You see, I am so excited about branching out to a new area that I am going to work overtime to make a strong impression on you and the neighbors. Also, my company has sold many properties in your area, and I have sold many buyers homes in the neighborhood. When you think about it, I am sure you will clearly see that it’s not who has the signs; it’s who has the buyers that really matters.”

7) “The other agent told me I could get more.”

I’m curious, how do you feel about the fact that your price is higher than the data indicates?” “Do you think they might just be telling you what you want to hear?”

“Mr. Seller, I will always tell you the truth!”

8) “I don’t want to list until I find one to buy.”

“You want to buy first; I completely understand why you would feel that way.”

“May I ask, will you be able to close on another home without the funds from this one?”

“No.”

“Mr. and Mrs. Seller, I am sure that you realize that for us to have maximum negotiating power we need to be able to prove to a seller that we are willing and able to close.”

“What if we do this, let’s go ahead and list the home today, and I will take you out tomorrow and show you some homes so that you can see some examples of what would be available, and then when you feel more comfortable we will go ahead and put the home on the market.”

NOTE: If it’s a hot market and you know their home will sell easily, if you had no choice you could put a contingency in the listing, contingent upon sellers finding and purchasing a home. It will scare some buyers away and it will be more complicated; however, sometimes it may be the only option.

EXCELLEUM[®]

EXCELLEUM
COACHING & CONSULTING

Things to Think About Before Deciding to Take an Overpriced Listing:

- 1) How high do they want to go? Set a percentage above the recommended price that you won't exceed, and stick to it. 5% to 10% it depends on your market?
- 2) Is the property sharp and in a desirable area and price point?
- 3) Is the motivation strong? They just have a bit of time before it kicks into full gear.
- 4) Are they reasonable, normal people that you are okay spending some time with?
- 5) Have you told them the truth?
- 6) Have you obtained the first reduction, or at least prepared them for it?

EXCELLEUM®

COACHING & CONSULTING

Past Clients and Sphere of Influence Script

Your future depends on the size and quality of your database. If you don't have one, then your number one priority should be to put one together.

Who should be on it? Anyone who knows who you are and what you do: past clients, of course, friends, and family. You may also want to adopt clients on the other side of the transaction.

Look at your phone contacts, your check register, your credit card statements, who you talk to, and who you spend money with, and support them in their businesses.

How to organize it: select a database management program that you are comfortable with, or, if your list isn't big, just organize them in a card file box for now. It's not so much about having a perfect system as it is about having a list, a plan, and a way to organize them that works for you.

As you build your database it will be a constant process of adding and purging. Set a realistic goal of how many you want to add per week. Remember, while we are looking for quantity, we also want quality.

If you have people on your list that you don't like to talk to, delete them or at least move them off of your phone list. If you want to keep them on your email drip or mailing list, that's up to you.

Separate your lists into AAA's, A's, and B's. C's are most likely not people you would call regularly. They might simply be people you have met or would like to meet, and you are contacting them by mail or email.

Your AAA's are your very favorite; 10-25 people who could give you three deals each in a year. Call them every 30-45 days. These are also people you may want to do some extra things for or with; maybe have lunch with them quarterly. Buy them a holiday gift and certainly look for ways you can help them in their business. Set a goal with them of helping you find three deals in the next year. They are more likely to supply the referrals if you set a specific goal with them.

EXCELLEUM®

COACHING & CONSULTING

Your Script for AAA's:

“Hello _____, how are you? Great, I hope all is going well for you. You know I was thinking of you and I just wanted to call and say hello. I also wanted to thank you for

your loyalty and support and tell you just how much I appreciate it. If there is ever any way I can be helpful to you in your business, please let me know.”

“You know, you know a lot of people, and I was wondering if you might be able to help me with something?”

“Would you be willing to work with me this year to see if you could help me find three great customers to work with? It would be really helpful.”

“Thank you so much! I was wondering, can you think of one today, someone I should reach out to who might need to buy or sell or maybe just has some questions for me?”

“Maybe someone at work or church, friends or family?” “Thank you for thinking about it.” “I will talk to you soon and please call me if there is anything at all you need!”

Call your A's every 90 days.

Call your B's every 90 days, no less than two times a year.

End of Year Project: At the end of the year, you will want to go through your database notes and look for those who you called and did not speak to throughout the year. Pull those out and, in the month of December, make every effort to talk to them.

Mailings and email are great, and yet, to maintain loyalty over the years and to spark more referrals, they need to hear your voice or see you!

EXCELLEUM®

COACHING & CONSULTING

Past Client Script/When it has been a Long Time since Your Last Contact

"Hello _____, this is _____ from _____. How are you?"

"I know it's been a long time since we last spoke, and I just wanted to call today to say hello."

(This is where you will need to do a 15- to 35-second building of the bridge—to do this, ask them personal questions about their family, travels, or job; you need to reestablish rapport.)

Next shift it back to business:

"Have you been receiving my postcards and emails?" "Terrific!"

"You know, I also wanted to apologize for not calling you earlier; are there any real estate questions you might like to ask me today?"

"Today's market is really changing and because of that I will contact you each quarter to give you an update; would that be okay?"

"Great, and while I have you on the phone, is there anyone you can think of today who might need my help?"

"How about you? Are there any real estate plans in your future, in the next year or two?"

"Please feel free to call me anytime if there is anything at all I can do to be helpful to you or your family."

"It's was a pleasure to speak to you today!"

EXCELLEUM®

COACHING & CONSULTING

Script for Calling Absentee Owners

“Hi I am looking for _____. Hi _____, this is _____ from _____ real estate. I am calling about your investment property on X street.”

“I work with a lot of buyers and sellers in the area, and we currently have an inventory shortage. I was wondering if you would be interested in selling the property if you knew it would sell quickly and at top price?”

“Never, I understand. If I were you I would probably feel the same way.”

“Have you owned the property for a long time?”

“Really?”

“I notice you live quite far away (if applicable). Tell me, how did you end up with a property in this area?”

“Interesting; have you ever attempted to sell the property in the past?”

“Tell me, would there be anything that might cause you to consider selling it in the future?”

“If you did, when would that be?”

“Why is that time frame important to you?”

“Would there be anything that might cause you to change your mind and list it sooner?”

NOTE: Sometimes they will ask what it is worth. Be careful; we don't want to get sucked into doing a bunch of market evaluations for unmotivated people. So if they ask you what it's worth:

“I would be happy to prepare a market evaluation for you. May I ask, if you could get the number you want, would you be interested in selling the property now?”

If they say, “maybe,” ask them:

“What price would you be hoping to sell it for?”

EXCELLEUM®

COACHING & CONSULTING

If they are extremely unrealistic and don't seem to be very motivated, tell them the truth about what the range would be. Based on their reaction, you can then decide what to do with them from there.

“Properties are not selling in that range at this time; if you could not get that price, would you still want to sell?”

“No...”

“I understand. Let me do this for you: I have some important bulletins and information that I send to my clients; may I include you in that list? I will also put in my calendar to touch base with you in 90 days to let you know if there are any changes in the market.”

“By the way, would you like to buy more properties in the area?”

“Is there anyone you know locally who might need my help?”

“I have connections with top agents across the U.S. and Canada; do you need assistance with any real estate transactions on any other properties? If so, I would be happy to help you locate a top agent that can help.”

“I appreciate your time today, and I look forward to talking to you in the future. If there is ever anything I can do for you, please let me know.”